

**SYSTEM AND METHOD FOR ENABLING AN ADVERTISEMENT TO FOLLOW THE  
USER TO ADDITIONAL WEB PAGES**

**ABSTRACT**

5       A computer-implemented method and system for advertising that performs the steps of  
delivering an electronic advertisement comprising one or more menu options and a reference to a  
network location for retrieving specified content associated with each menu option for inclusion  
in a first electronic document, receiving a selection of one or more menu options from the  
electronic advertisement and delivering a subsequent accessible document including content  
10      from the referenced network location associated with the menu option selected, the subsequent  
accessible document including the electronic advertisement.